DIGITAL COMMUNICATION ARTS UNDERGRADUATE MAJOR (BA, BFA, BS, HBA, HBFA, HBS)

Also available via Ecampus (BA/BS only).

Students have the opportunity to focus their studies on a particular part of the discipline of New Media Communications.

BA/BS/HBA/HBS
The BA/BS/HBA/HBS of Digital Communication Arts studies the intersection of media and social life. Throughout history, new media have produced profound changes in human interaction. Family life, politics, commerce, religion, and the distribution of privileges have all been subject to fundamental revision in the wake of new technologies for communication. This provides students with a theoretical and practical understanding of the nature of these changes and prepares them to anticipate and manage inevitable future changes as the media landscape continues to evolve. This is particularly appropriate for students who seek careers in media research and criticism, graduate studies in media, work in media policy, and gain skills needed to manage media communications enterprises.

BFA
The BFA in Digital Communication Arts focuses on media production. The BFA is designed to provide a foundation in media aesthetics, story conceptualization and preproduction planning for linear and nonlinear/interactive projects, video production, sound design and 3D modeling and animation. Students are encouraged to explore their own creativity within a carefully constructed curriculum that serves as a basis for independent work and portfolio development. Faculty members include artists, videographers, editors and composers from professional production environments. A BFA can be earned by completing the Core Requirements, Foundation Course Work and the Production Specialty Requirements.

Major Code: 473

• Appraise the relative merits of media technologies on multiple grounds, including: their potential for individual creative expression; their potential to connect individuals to one another; their potential as investments their efficiency in pursuit of grounds 1-4; and their potential to promote community; their potential for collective human creative expression.

• Choose media appropriate to a given task.

• Evaluate & recommend public policy regarding media.

• Manage change in the media environment.

• Criticize media content using historic and emerging standards.

• Communicate effectively in a variety of media, such as digital animation, website design, video production, and writing.

The Digital Communication Arts major requires a 2.0 GPA for admittance and a 2.3 GPA for graduation. Students must receive a C– or better in all degree course work. Classes for the major must be A–F grading and not S/U. Transfer students may apply a maximum of 12 credits of lower-division NMC credits toward a degree in Digital Communication Arts.

The Production Foundations Experience is a non-credit requirement that should be completed within the first two terms of declaring the major.

BA/BS/HBA/HBS in Digital Communication Arts
A BA/BS/HBA/HBS of Digital Communication Arts can be earned by completing the core requirements as well as the intermediate and advanced levels of study.

All students receiving a BA degree shall have proficiency in a second language, including American Sign Language (ASL), equivalent to that attained at the end of the second year sequence with a grade of C– or better as certified by the School of Language, Culture, and Society.

The BS degree is conferred for focused curricula that emphasize scientific ways of knowing and quantitative approaches to understanding in the sciences and the social sciences and for curricula in professional fields. Students satisfying BS degree requirements shall have completed additional math, science and computer science courses beyond the University Baccalaureate Core.

Both the BA and BS degrees require completion of the College of Liberal Arts Core.

The BA/BS major is 45-56 credits. A minimum of 180 credits are required to earn the degree.

BFA/HBFA in Digital Communication Arts (Production)
The BFA Major requires 91-98 credits. A minimum of 180 credits are required to earn the degree.

The BFA degree does not require the College of Liberal Arts Core or the college’s BA/BS requirements. The requirements within the major exceed those of the CLA Core, making it redundant.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ART 121</td>
<td>DIGITAL CORE STUDIO</td>
<td>4</td>
</tr>
<tr>
<td>NMC 100</td>
<td>*NEW MEDIA AND CULTURE</td>
<td>3</td>
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</tbody>
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Total Credits: 45-56
**Digital Communication Arts Undergraduate Major (BA, BFA, BS, HBA, HBFA, HBS)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>NMC 101</td>
<td>*Introduction to New Media Communications</td>
<td>3</td>
</tr>
<tr>
<td>NMC 250</td>
<td>New Media Futures</td>
<td>3</td>
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<tr>
<td>NMC 301</td>
<td><em>Writing for the Media Professional</em></td>
<td>3</td>
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### Foundation Coursework

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<tr>
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</thead>
<tbody>
<tr>
<td>ART 101</td>
<td><em>Introduction to the Visual Arts</em></td>
<td>3</td>
</tr>
<tr>
<td>ART 115</td>
<td>2-D Core Studio</td>
<td>4</td>
</tr>
<tr>
<td>ART 131</td>
<td>Drawing Core Studio</td>
<td>4</td>
</tr>
<tr>
<td>ART 263</td>
<td>Digital Photography</td>
<td>4</td>
</tr>
<tr>
<td>NMC 322</td>
<td>Landmarks in Media Content</td>
<td>3</td>
</tr>
<tr>
<td>NMC 351</td>
<td>New Media Visualization</td>
<td>4</td>
</tr>
<tr>
<td>TA 242</td>
<td>Visual Principles of Theatre</td>
<td>3</td>
</tr>
<tr>
<td>TA 346</td>
<td>Scene and Stage Design</td>
<td>3</td>
</tr>
<tr>
<td>WR 407</td>
<td>Seminar</td>
<td>4</td>
</tr>
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Select one course from the following:

- ART 206  *Introduction to Western Art: Neoclassicism to Contemporary*  3-4
- FILM 125  *Introduction to Film Studies: 1945-Present*  3-4
- FILM 245  *The New American Cinema*  3-4
- FILM 265  *Films for the Future*  3-4

### NMC Electives

Select two courses from the following:

- NMC 240  Survey of Social Media  3-4
- NMC 320  History of Telecommunications  3-4
- NMC 321  History of Broadcasting  3-4
- NMC 330  The Meaning of Video Games  3-4
- NMC 340  Social Media Strategy  3-4
- NMC 388/COMM 388  Social Media and Interpersonal Relationships  3-4
- NMC 399  Special Topics  3-4
- NMC 421  Diffusion of Innovations  3-4
- NMC 427  *Digital Pornography*  3-4
- NMC 430  Media Theory  3-4
- NMC 435  Media Effects  3-4
- NMC 437  New Media and Society  3-4
- NMC 490  Media Ethics  3-4
- NMC 499  Special Topics  3-4

### Production Coursework

Select ten courses from the following:

- MUS 493  Basic Recording Techniques  3-4
- MUS 494  Intermediate Recording Techniques  3-4
- MUS 495  Advanced Recording Techniques  3-4
- MUS 496  Surround Sound Recording and Mastering  3-4
- NMC 255  Applied Sound Design  3-4
- NMC 349/ART 349  Video Art  3-4
- NMC 355  Sound Design for Visual Media  3-4
- NMC 380  Pre-Production  3-4
- NMC 383  Field Production  3-4
- NMC 409  Practicum  3-4
- or NMC 410  Internship  3-4
- NMC 481  Compositing and Digital Effects  3-4
- NMC 482  Documentary  3-4
- NMC 483  New Media 3-D  3-4
- NMC 484  New Media Animation  3-4
- NMC 498  Advanced Collaborative Experience  3-4

Total Credits: 88-95

* Baccalaureate Core Course (BCC)
^ Writing Intensive Course (WIC)

1. NMC 409 and NMC 410 must equal a total of three credits to count as one class at this level. Can combine NMC 409 and NMC 410 credits to equal three. A maximum of three credits of NMC 409/NMC 410 can count in the major